

NOMINATION FOR AWARD

AWARD Outstanding Public Affairs Company Grade Officer		CATEGORY (If Applicable) Company Grade Officer	AWARD PERIOD 1 Jan - 31 Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Capt Monica M. Bland		SSN (Enter Last 4 Only) 4754	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P4/Deputy Director of Public Affairs		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 777-4435/Commercial (801) 777-4435	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE OO-ALC/PA/7891 Georgia Street, Suite 1, Hill AFB UT 84056-5824			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Major General Scott C. Bergren, DSN 777-5111/Commercial (801) 777-5111			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p>Overall Effectiveness/Job Accomplishment: CC's #1 CGO--she goes way beyond "outstanding!"</p> <ul style="list-style-type: none"> - Led consolidated PA charge in response to 2 downed aircraft accidents; transformed voracious media appetite into public support for pilots' families/AF; PA made the PR calls...CCs took care of business -- Deftly prepped 388FW/CC to engage media; took control of interviews; focus quickly shifted from cause of accident/crash to AF team & actions it took for the deceased pilots' families--brilliant job! -- Took the reins in 419FW/PA absence; led media operations center; skillfully handled 170 national media queries; media trained CC; conducted stand-up interviews--garnered CC Top Performer coin - Restored initiative and credibility to ALC/PA shop; re-established PA as a key command staff agency and introduced trusted PA counsel into 75 ABW/CC's informal advisory group--wrote 2 CC speeches -- In two months, pumped up internal/external ABW coverage by 70%--commissary, security forces, museum highlighted; external depot coverage--partnering w/industry, process improvement--beefed up by 75%--Hill AFB and its programs are back on local community's/Air Force products radar! - Controlled tough issues with rapid, insightful advice to CC on highly charged issues: manpower reductions, anthrax vaccinations, beryllium/TCE effects on Hill communities--on target every time! - Garnered OO-ALC and ONE CGO of the Quarter for 2/4 quarters; selected for SOS/IWAC schools <p>Leadership/Organizational and Planning Skills: Solid gold, expertise defines leadership--none better!</p> <ul style="list-style-type: none"> - Tapped to fill a no-notice 171-day deployment tasking supporting Operation NOBLE EAGLE (ONE); stellar protocol asset; orchestrated high-profile tours for DVs, VCSAF, CJCS and Adjutant Generals -- Purged redundant functions; cut manning requirements by 50%; saved \$20K in annual TDY funds - First/last impression of ONE staff; wowed decision-maker; garnered unequalled support for homeland defense mission/quality of life programs for activated guardsman; established ONE award - Developed PA operating instructions; built program from scratch; ensured PA functions had a clear defined process, authored evaluation methods; PA poised for success in upcoming UCI inspection - Committed to changing her leadership foundation; diligently completed 2 SOS correspondence tests; 4 master's classes; driving force on African-American Heritage committee; base cultural awareness up - Fostered solid relationship with base and local government officials; integral member of Chamber of Commerce Military Affairs Committee; better equipped to handle sensitive community/military issues - Re-energized newspaper staff; challenged, trained to improve writing, content--100% improvement <p>Judgment and Decisions: Knows the PA business inside-out--makes difficult look easy in PA arena</p> <ul style="list-style-type: none"> - Valuable force multiplier; compelling interaction with Company Grade Officers' Council, advisor and senior leadership doubled membership; mentor at local school--student's reading level up two grades - Championed Winter Olympics media...6 mass media events, 10 media flights and over 80 interviews - Brilliantly showcased Olympic safety, security, services missions; phenomenal support to 3 CINCS - Transformed decentralized ONE protocol office into viable operation with centralized execution; created one-stop shop on web site for ONE templates, checklists--information accessible to world! - Initiative/Vision! Added PA presence to OO-ALC/CAG meetings--increase media coverage of base - Pointperson on process improvement team; news articles raised awareness of AF transformation - Seasoned judgment reduced negative impact of sensitive Chicago Tribune article on beryllium effects at Hill; media plan squelched rumors; media trained engineers, presented right facts to 600K readers <p>Communication Skills: Unique mix of PA/Exec officer management & inspired leadership technique</p> <ul style="list-style-type: none"> - Trusted agent for placing the right message with target audiences--30+ stories in local print/radio/TV mediums; 10 speeches/columns for Wing/CC; timely advice on key issues--legal, ops, families, media - Obvious choice as keynote speaker at Utah Governor's minority conference promoting education to 500 state/local leaders; articulate, well-versed, persuasive public speaker--received Governor's kudos - Effectively improved PA's credibility with base leaders, media; enforced higher standards, customer service mindset; persuaded, trained commander/directors on weekly newspaper editorial program - CV: "Monica is the best CGO/PA I've ever known"--the sure pick for AFMC CGO of the year! 			